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College Placement Services- January 1968

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NEWSLETTER



NUMBER ELEVEN

Bethlehem, Pennsylvania,

January 1, 1968

File

CPS has completed the distribution of prints of its new film, "Do They Really Want Me?" to ninety-five predominantly Negro colleges. These prints have been made available to the colleges at no cost under the provisions of a grant to CPS from the Ford Foundation. Each college will exhibit the film both on its own campus and in the community nearby.

A report from the film's nationwide distributor, Association Films, Inc. of New York City, indicates that over 3,000 persons in twenty-five states and the District of Columbia viewed the film during November, 1967 when prints first became available. Although showings took place primarily in high schools and colleges, several television stations also used the film. The demand for "Do They Really Want Me?" is so great that several of Association's regional offices report bookings of their supply of prints through June of 1968.

In order to help alleviate this demand, Sears, Roebuck and Company has generously agreed to purchase twenty additional prints of the film to be placed in the hands of Association Films as part of the general distribution program which it is conducting on behalf of CPS.

During the months of November and December, an additional twenty-five prints of the film were purchased by various organizations for their use in training executives and personnel officers whose work is concerned with the selection, training, and development of minority group employees.

Grants to six colleges from the CPS College Assistance Fund, totalling \$18,200, were authorized by the CPS Executive Committee at its meeting on December 5 and 6, 1967. Those colleges receiving grants are Arkansas A. M. & N. College, Pine Bluff, Arkansas; Cheyney State College, Cheyney, Pennsylvania; Delaware State College, Dover, Delaware; Livingstone College, Salisbury, North Carolina; Stillman College, Tuscaloosa, Alabama; and Virginia State College, Petersburg, Virginia.

These colleges were all visited by CPS advisory teams during the 1966-67 academic year and are in the process of initiating or revising their career counseling and placement services. The funds received will primarily be used to defray costs of capital improvements for placement facilities, such as remodeling of office space, and acquiring furniture, duplicating machines and other office equipment.

The recent allocations bring the 1967 total of College Assistance Fund grants to over \$55,000. Seventeen colleges received grants from the Fund during the last year.

As the new year begins, the CPS College Assistance Fund Campaign is half way toward completion. The first six months of efforts by co-chairmen and workers in nine regions have produced contributions from eighty-two corporations throughout the United States. Fifteen of these corporations have made two gifts to the Fund during this time.

Contributors who have made a second gift to the Fund since the November 1st *Newsletter* are listed below:

Burroughs Foundation
Carrier Foundation, Inc.
Commercial Credit Companies Foundation, Inc.
Ford Motor Company Fund
Eli Lilly and Company
Pittsburgh Plate Glass Company
Shell Companies

New contributors are:

A. B. Dick Foundation
Armco Foundation
Atlantic Richfield Foundation
Baxter Laboratories, Inc.
Celanese Corporation
The College Life Insurance Co. of America
Control Data Corporation
Doyle Dane Bernbach, Inc.
Eastern College Personnel Officers
Girard Trust Bank
Harshaw Chemical Foundation
Honeywell Fund

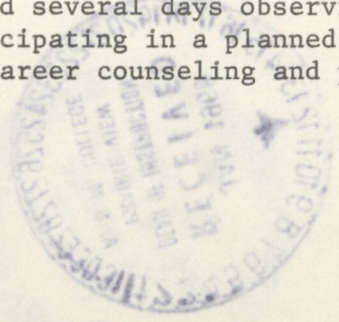
M. W. Kellogg Company,
Division of Pullman, Inc.
Lever Brothers Co. Foundation, Inc.
Manufacturer's Hanover Trust Company
Martin Marietta Corp. Foundation
Mead Johnson and Company
Northwestern Bell Telephone Company
Parke, Davis and Company
Reader's Digest Foundation
Smith Kline and French Foundation
Sperry Rand Corporation Foundation
Tenneco, Inc.

U O P Foundation

South Carolina State College in Orangeburg, South Carolina received a visit by a CPS advisory team during December 11-15. Chairman of the team was Philip D. Benson of Columbia University, assisted by Raymond E. Tew of North Carolina State University. Other team members were: John K. Merillat, Sandia Corporation; Irving V. Woods, College Placement Services, Inc.; and John G. Young, University of Michigan.

This visit brings the total of colleges involved in the CPS program to forty-three. During its two years of operation, CPS has arranged for visits of advisory teams to twenty private and twenty-three state-supported colleges and universities. To accomplish these team activities, over ninety individuals from business, industry, government, and education have been trained by CPS to serve as team members.

Training and orientation of placement personnel from the predominantly Negro colleges has continued as the CPS program has been expanded to include more colleges. The placement officers spend several days observing the functioning of an outstanding placement service and participating in a planned training program concerned with the policies and practices of career counseling and placement.



Following is a list of those persons recently receiving such training and the placement directors conducting the orientation:

Mr. Ben T. Davis, Jr. of Alabama A. & M. College, with Dr. Robert L. Randall of Appalachian State College.

Mrs. Georgia B. Jones of Clark College, with Miss Fannie Y. Mitchell of Duke University.

Mrs. Marguerite Jordan of Fisk University, with Dr. Alva C. Cooper of Hunter College.

Mr. Harold Lanier of North Carolina A. & T. State University, with Mr. Raymond E. Tew of North Carolina State University.

Three placement officers and a career counselor have recently been appointed to new positions at predominantly Negro colleges participating in the CPS program.

Joining Mr. W. I. Morris at North Carolina A. & T. State University, in Greensboro, North Carolina, as Assistant Director of Placement, is Mr. Harold Lanier.

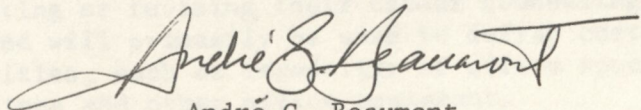
Mrs. Marguerite W. Jordan was employed as a career counselor at Fisk University where she will work with Philip J. Winkfield, Director of Career Counseling and Placement.

Mrs. Georgia B. Jones has been appointed Director of Placement Services at Clark College in Atlanta, Georgia, where she had held that position in an acting capacity.

Miss Carolyn Crawford is now Director of the Career Counseling and Placement Office at Knoxville College in Knoxville, Tennessee.

Dr. Paul F. Lawrence, Regional Assistant Commissioner of the U. S. Office of Education in San Francisco, California, has regretfully submitted his resignation as a member of the CPS Board of Directors in view of a possible conflict of interest because of the involvement of CPS in various U. S. Office of Education programs. His resignation becomes effective after the CPS Board meeting in Washington, D. C. on January 30, 1968.

Sincerely yours,



André G. Beaumont
Managing Director

